



— THE —
**DRINKS
TRUST**

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140
YEARS

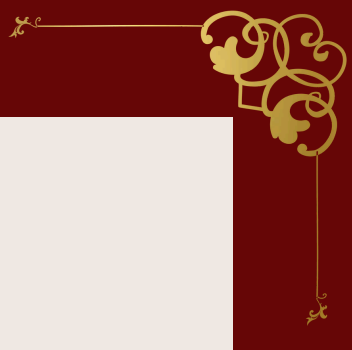
The Drinks Trust



Gala

Celebrating 140 Years of Service





Building on the tremendous success of last year's event, The Drinks Trust is delighted to return with its annual Gala at London's historic Guildhall, one of the city's most iconic landmarks. Now firmly established as a highlight of the drinks industry calendar, the Gala promises an unforgettable evening filled with celebration, valuable networking opportunities and meaningful support for The Drinks Trust's important mission. Guests from across the drinks industry are invited to come together in this remarkable venue for a night that combines enjoyment with purpose.

The evening will open with an elegant champagne reception in the atmospheric Crypt, offering attendees the chance to network with influential industry leaders, buyers, brand ambassadors, and colleagues. Afterward, guests will make their way to the Great Hall to savour a beautifully crafted three course meal prepared by Searcy's acclaimed chefs. Throughout the night, attendees will be encouraged to take part in fundraising activities, discover more about The Drinks Trust's impactful work, and dance into the late hours until carriages arrive.



AWARD SPONSORSHIP

The Award Sponsorship package is available for £3,000 and the opportunity is limited to only 6 companies, and it includes:

- ❖ First refusal to purchase a table on the night.
- ❖ A full-page colour advert in The Drinks Trust Gala digital brochure of the event.
- ❖ A thank you from the Chairman in his message in the official event programme.
- ❖ A thank you from the CEO in her address on the evening.
- ❖ The company's logo to appear during the awards presentations.
- ❖ The sponsor will be announced on social media as one of the Award sponsors of the night and will be thanked in one further post relating to The Drinks Trust Gala, where relevant [19,000+ followers across our channels].
- ❖ The company's logo will appear on The Drinks Trust Gala page of The Drinks Trust website [45,000+ users a year].
- ❖ The company's brand will be engraved on the award prize.

BRAND SPONSORSHIP

The Brand Sponsorship package is available for £2,000, with sponsors required to provide product stock sufficient to serve 400 attendees. The opportunity includes:

- ❖ First refusal to purchase a table on the night.
- ❖ A full-page colour advert in The Drinks Trust Gala digital brochure of the event.
- ❖ A thank you from the Chairman in his message in the official event programme.
- ❖ A thank you from the CEO in her address on the evening.
- ❖ The company's logo to appear on the screens during the CEO speech.
- ❖ The sponsor will be announced on social media as one of the Brand sponsors of the night and will be thanked in one further post relating to The Drinks Trust Gala, where relevant [19,000+ followers across our channels].
- ❖ The company's logo will appear on The Drinks Trust Gala page of The Drinks Trust website [45,000+ users a year].
- ❖ The company's logo will appear on any direct marketing activations regarding The Drinks Trust Gala, distributed to 10,000+ industry contacts.

TABLE RESERVATION



PREMIUM TABLE OF 12
(11 guests plus 1 hosted buyer)
£5,400



TABLE OF 12
£4,800



BUSINESS PARTNERS TICKETS
(Limited to a maximum of 4 tickets per Business Partner)
£350 each



By attending, guests will contribute to improving the lives of individuals facing challenges in our drinks and hospitality industry. To discuss any of the opportunities above, please get in touch by contacting our Fundraising Team at partnerships@drinkstrust.org.uk

